Multi-Panel LCD Launch

LED-Signs launched its range of multi-panel LCD displays at the August Australasian Gaming Expo (AGE) in Sydney. The high quality 46" screens are part of a total LED-Signs LCD video wall solution.

LED-Signs CEO, Richard Soussa, said, "the addition of LCD technology to our product offering means that we are able to present our clients with another high quality, cost effective option for large format displays."

Purchasers should be aware that there is a significant difference between commercial LCD displays and standard units bought from local electrical stores. Commercial displays are designed for longevity and are able to tolerate heat increases as a result of installation location. Additionally, LED-Signs have developed a significantly advanced processor to control screen content, as well as switch between modes and video inputs.

This product launch follows the establishment of an exclusive distribution agreement with leading Italian LED screen manufacturer Tecnovision in May this year, and the integration of the Computronics sign business in 2010. All evidence of LED-Signs' commitment to being a leader in the electronic display industry.

With 35 years experience, LED-Signs is an established provider of electronic sign technology in Australia.

"There was very strong interest in our LCD displays at the AGE," says Richard. "Visitors to our stand were particularly impressed that our range has the world's thinnest large format bezel, allowing for almost seamless video walls, and that our exclusive control system has more flexibility for scheduling advertising content and picture in picture modes for live TV."

"The beauty of our LCD displays is that they can be configured to meet any screen size requirement and our simple front access design provides unlimited installation options," added Richard.

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Experience | Expertise | Versatility

Industry TRENDS
Retail Applications

Despite much of the retail sector being in the doldrums, many forward thinking retailers are turning to LED or LCD displays to attract shoppers.

LED and LCD signage allows the user to display product promotions or other advertising which can be updated at the push of a button. High quality electronic visual displays add to the shopping experience by creating a focal point that is informative and attractive to look at.

LED Splendour
Close Encounters Artwork

It is not often that LED-Signs is associated with a music festival, a UFO and an interactive artwork in the one installation. But our partnership with Jordana Maisie, a new media & electronic artist, means that that is exactly what occurred when an interactive artwork - Close Encounters – was featured as part of the Splendour Arts Program at this year's Splendour in the Grass music festival in late July.

The artwork was designed to give the effect of a UFO hovering above festival goers and featured a bright blue scrolling LED sign. Close Encounters invited participation through LED-Signs' wireless messaging technology which enabled the audience to respond to the alien's provocations, with the conversations displayed on the LED sign.

"The artwork was a great success and wouldn't have been possible without the support of my project partners, including LED-Signs," says Jordana.

DID YOU KNOW?

The 100,000 hour lifetime for an LED sign refers to the time it takes for an LED chip to reduce in brightness by 50%. There is no doubt that LED signs do have long life spans, but for a chip to last 100,000 hours everything from the quality of the componentry, the drive current, assembly, ambient temperature and junction temperature needs to be faultless.

The junction temperature of an LED chip must be maintained at the level prescribed by the manufacturer. However, if the temperature rises by 10°C the LED chip will reduce to 50% brightness after 80,000 hours and if the junction temperature rises by 30°C, brightness will fall to 50% after just 12,000 hours.